

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Mansfield Downtown Partnership Offices
Wednesday, December 2, 2009
5:00 pm**

MINUTES

Present: David Woods, Andrew Ewalt, Marcia Firsick, Dee Goodrich, Pat Hempel, Janet Jones, Joe Muro, Kristin Schwab, and Betsy Paterson

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to Order

David Woods called the meeting to order at 5:04 pm.

2. Public Comment

There was no public comment.

3. Approval of Minutes

Betsy Paterson moved to approve the minutes from the September 20 meeting and the July 28 meeting.

Dee Goodrich seconded the motion.

The Committee approved both sets of minutes.

4. Update on Storrs Center Project including communications

Cynthia van Zelm reported that eight businesses have signed letters of intent for the first phase of Storrs Center and that several more are in negotiations with the master developer, LeylandAlliance. She said the Town of Mansfield and BL Companies are in the design phase for Storrs Road.

5. Review of Communications Plan

Ms. Goodrich suggested several promotional ideas, including participating in ESPN's College Game Day, which will be held for the first time for women's basketball on January 16 at UConn.

Marcia Firsick offered to work with Kathleen Paterson on setting up a Constant Contact account for the Partnership; she has used the service for the UConn Co-op and has had a positive experience.

6. Review of the Committee Charge

Ms. van Zelm explained that each of the Partnership's committees will be reviewing their charges and revising them if necessary. She asked the Committee for their feedback.

After some discussion, the Committee agreed by consensus on a few changes to the charge:

- Change "Establish working relationships. . ." to "Maintain working relationships. . ."
- Change "Build a strong network. . ." to "Strengthen and expand a network. . ."
- Change ". . .reverse negative attitudes and build on positive perceptions." to ". . .improve public awareness and perception."
- Add a new bullet point: "Coordinate publicity and marketing efforts with the Membership Development Committee."

Ms. Paterson moved to accept the revised charge.

Ms. Jones seconded the motion.

The Committee approved the charge unanimously.

7. Update on Winter Fun Day

Ms. K. Paterson said that the Fourth Annual Winter Fun Day will be Saturday, February 13 from 11:00 am – 2:00 pm in front of the Mansfield Community Center. She noted that the event has been moved from Sunday to Saturday so that it may be held earlier in the day. She reported that the following activities have been confirmed: horse drawn wagon rides, ice sculptures, the "Wacky Hat Contest," and ice skating (weather permitting). She added that there will be some new activities, including a couple indoors, that will be confirmed in the coming weeks.

8. Discuss Arts and Crafts Fair

Ms. K. Paterson explained that the idea for an arts and crafts fair was born out of the requests she received while planning the *Festival on the Green* and discussions from community members who were interested in such an event. She said that she had begun researching similar events and thought an arts and crafts fair would be successful in Mansfield.

After some discussion, the Committee expressed their support for such an event and their desire to allow for sufficient planning and preparation. The Committee recommended that an arts and crafts fair should be planned for the spring of 2011.

9. Discuss Spring Newsletter

Ms. K. Paterson said that the spring newsletter will be published in early April and asked the Committee for content suggestions.

Ms. Jones suggested mentioning the arts and crafts fair, to get people interested.

Pat Hempel suggested reviewing Winter Fun Day and including photos of past events.

Ms. Paterson suggested including a "Save the Date" message for the *Festival on the Green*.

10. Discuss Tote Bags

Ms. van Zelm said that the idea of a Partnership tote bag first surfaced while discussing possible membership incentives with the Membership Committee, who thought the topic would be better addressed by the Advertising and Promotion Committee.

The Committee decided to table the idea for the time being but to consider it as a possible promotional effort for the opening of the first phase of Storrs Center.

11. Set meeting dates for 2010

Ms. van Zelm will work with Dean Woods' office to confirm the future dates and will email the Committee with the dates.

12. Other

Ms. van Zelm noted that the Committee has two open positions that may be filled (but are not required to be filled).

Ms. Paterson suggested adding a piece about serving on committees to the spring newsletter.

13. Adjourn

Ms. Hempel moved to adjourn.

Mr. Muro seconded the motion.

The motion was approved.

The meeting adjourned at 6:25 pm.

Minutes prepared by Kathleen M. Paterson